

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph on page 51 beginning with “Next, when the vehicle 30 ...” with the following amended paragraph:

Next, when the vehicle 30 arrives at a predetermined mesh area containing the destination (for example, the store 10A) (~~step S210~~step S212), the navigation terminal NA transmits an arrival notification signal to the advertisement provider 20 (step S213). In the navigation terminal NA, as the identification number is transferred at step S208 described above, the arrival notification program is started (step S209) and when the vehicle arrives at the predetermined mesh area containing the destination as a result of the navigation involving the route search, the arrival notification signal is transmitted to the advertisement provider based on the identification number.